

## AMENDMENT TO THE CLAIMS

1. (Previously presented) A method for determination and presentation of a package offer comprising the steps of:

detecting, by a central server, that a primary product is of interest to a customer, the primary product having an associated primary product identifier;

in response to detecting that the primary product is of interest to the customer, the central server dynamically determining a package on an ad hoc basis to be offered to the customer, the package comprising the primary product and at least one secondary product, the primary product and the at least one secondary product each having a corresponding retail price, wherein at least one of the at least one secondary product is a product not currently selected for purchase by the customer, and further wherein at least one of the at least one secondary product is selected for inclusion in the package based on an indication of past interest, by the customer, in at least one secondary product, and further wherein the at least one secondary product does not have a pre-established relationship with the primary product;

in response to determining the package, the central server determining a package price which is less than a sum of the corresponding retail prices of the primary product and the at least one secondary product; and

presenting, by the central server, a package offer for sale of the package at the package price to the customer.

2. (Previously presented) A computer-readable medium having stored thereon computer-executable instructions for performing a method comprising steps of:

detecting that a primary product is of interest to a customer, the primary product having an associated primary product identifier;

in response to detecting that the primary product is of interest to the customer, dynamically determining a package on an ad hoc basis to be offered to the customer, the package comprising the primary product and at least one secondary product, the primary product and the at least one secondary product each having a corresponding retail price,

wherein at least one of the at least one secondary product is a product not currently selected for purchase by the customer, and further wherein at least one of the at least one secondary product is selected for inclusion in the package based on an indication of past interest, by the customer, in at least one secondary product, and further wherein the at least one secondary product does not have a pre-established relationship with the primary product;

in response to determining the package, determining a package price which is less than a sum of the corresponding retail prices of the primary product and the at least one secondary product; and

presenting a package offer for sale of the package at the package price to the customer.

3. (Original) The method of claim 1, wherein detecting that the primary product is of interest to the customer comprises detecting that information relating to the primary product is displayed on a web-page viewed by the customer for a pre-determined amount of time.

4. (Original) The method of claim 1, wherein detecting that the primary product is of interest to the customer comprises detecting an input signal generated by the customer in response to information displayed on a web-page relating to the primary product.

5. (Original) The method of claim 1, wherein detecting that the primary product is of interest to the customer comprises detecting that the customer has added the primary product to a virtual shopping cart.

6. (Previously presented) The method of claim 1, wherein detecting that the primary product is of interest to the customer comprises:

detecting at least one keyword input by the customer into an input field on a web-page; and

determining that the at least one keyword relates to the primary product.

7. (Original) The method of claim 1, wherein detecting that the primary product is of interest to the customer comprises receiving a customer request for a customer requested package associated with the primary product.

8-11. (Cancelled)

12. (Original) The method of claim 1, wherein determining the package to be offered to the customer comprises accessing a database to select the at least one secondary product from a plurality of available secondary products based on at least one of the profit margin of the primary product and the profit margin of the at least one secondary product.

13. (Previously presented) A computer-readable medium having stored thereon computer-executable instructions for performing a method comprising steps of:

detecting that a primary product is of interest to a customer, the primary product having an associated primary product identifier;

in response to detecting that the primary product is of interest to the customer, dynamically determining a package on an ad hoc basis to be offered to the customer, the package comprising the primary product and at least one secondary product, the primary product and the at least one secondary product each having a corresponding retail price, wherein at least one of the at least one secondary product is a product not currently selected for purchase by the customer, and further wherein at least one of the at least one secondary product is selected for inclusion in the package based on an indication of past interest, by the customer, in at least one secondary product, and further wherein the at least one secondary product does not have a pre-established relationship with the primary product;

in response to determining the package, determining a package price which is less than a sum of the corresponding retail prices of the primary product and the at least one secondary product; and

presenting a package offer for sale of the package at the package price to the customer, wherein determining the package to be offered to the customer comprises

accessing a database to select the at least one secondary product from a plurality of available secondary products based on at least one of the profit margin of the primary product and the profit margin of the at least one secondary product.

14. (Original) The method of claim 1, further comprising storing in a database information relating to at least one additional product of interest to the customer; and wherein determining the package to be offered to the customer comprises: accessing the database to determine the at least one additional product of interest to the customer, and selecting the at least one additional product of interest to the customer as the at least one secondary product.

15. (Previously presented) A computer-readable medium having stored thereon computer-executable instructions for performing a method comprising steps of: detecting that a primary product is of interest to a customer, the primary product having an associated primary product identifier; in response to detecting that the primary product is of interest to the customer, dynamically determining a package on an ad hoc basis to be offered to the customer, the package comprising the primary product and at least one secondary product, the primary product and the at least one secondary product each having a corresponding retail price, wherein at least one of the at least one secondary product is a product not currently selected for purchase by the customer, and further wherein at least one of the at least one secondary product is selected for inclusion in the package based on an indication of past interest, by the customer, in at least one secondary product, and further wherein the at least one secondary product does not have a pre-established relationship with the primary product; in response to determining the package, determining a package price which is less than a sum of the corresponding retail prices of the primary product and the at least one secondary product; presenting a package offer for sale of the package at the package price to the customer; and

storing in a database information relating to at least one additional product of interest to the customer, wherein determining the package to be offered to the customer comprises:

accessing the database to determine the at least one additional product of interest to the customer, and

selecting the at least one additional product of interest to the customer as the at least one secondary product.

16. (Previously presented) The method of claim 1, further comprising storing in a database information relating to a previous transaction of the customer, the previous transaction including at least one previously sold product that does not include the primary product; and

wherein determining the package to be offered to the customer comprises:  
accessing the database to determine the at least one previously sold product that does not include the primary product, and

accessing the database to select the at least one secondary product from a plurality of available secondary products, the selected at least one secondary product having a predetermined relationship with the at least previously sold product that does not include the primary product.

17. (Previously presented) A computer-readable medium having stored thereon computer-executable instructions for performing a method comprising steps of:

detecting that a primary product is of interest to a customer, the primary product having an associated primary product identifier;

in response to detecting that the primary product is of interest to the customer, dynamically determining a package on an ad hoc basis to be offered to the customer, the package comprising the primary product and at least one secondary product, the primary product and the at least one secondary product each having a corresponding retail price, wherein at least one of the at least one secondary product is a product not currently selected for purchase by the customer, and further wherein at least one of the at least one secondary product is selected for inclusion in the package based on an indication of past

interest, by the customer, in at least one secondary product, and further wherein the at least one secondary product does not have a pre-established relationship with the primary product;

in response to determining the package, determining a package price which is less than a sum of the corresponding retail prices of the primary product and the at least one secondary product; and

presenting a package offer for sale of the package at the package price to the customer; and

storing in a database information relating to a previous transaction of the customer, the previous transaction including at least one previously sold product that does not include the primary product, wherein determining the package to be offered to the customer comprises:

accessing the database to determine the at least one previously sold product that does not include the primary product, and

accessing the database to select the at least one secondary product from a plurality of available secondary products, the selected at least one secondary product having a predetermined relationship with the at least previously sold product that does not include the primary product.

18. (Previously presented) The method of claim 1, wherein determining the package price comprises:

determining a discounted price for each of the at least one secondary product; and  
summing the retail price of the primary product and the discounted price for the at least one secondary product to calculate the package price.

19. (Previously presented) A computer-readable medium having stored thereon computer-executable instructions for performing a method comprising steps of:

detecting that a primary product is of interest to a customer, the primary product having an associated primary product identifier;

in response to detecting that the primary product is of interest to the customer, dynamically determining a package on an ad hoc basis to be offered to the customer, the

package comprising the primary product and at least one secondary product, the primary product and the at least one secondary product each having a corresponding retail price, wherein at least one of the at least one secondary product is a product not currently selected for purchase by the customer, and further wherein at least one of the at least one secondary product is selected for inclusion in the package based on an indication of past interest, by the customer, in at least one secondary product, and further wherein the at least one secondary product does not have a pre-established relationship with the primary product;

in response to determining the package, determining a package price which is less than a sum of the corresponding retail prices of the primary product and the at least one secondary product;

presenting a package offer for sale of the package at the package price to the customer, wherein determining the package price comprises:

determining a discounted price for each of the at least one secondary product; and

summing the retail price of the primary product and the discounted price for the at least one secondary product to calculate the package price.

20. (Original) The method of claim 18, wherein the discounted price for each of the at least one secondary product is based on a profit margin of the primary product.

21. (Previously presented) The method of claim 1, wherein determining the package price comprises:

determining a discounted price for the each of the primary product and the at least one secondary product; and

summing the discounted prices of the primary product and the at least one secondary product to calculate the package price.

22. (Previously presented) A computer-readable medium having stored thereon computer-executable instructions for performing a method comprising steps of:

detecting that a primary product is of interest to a customer, the primary product having an associated primary product identifier;

in response to detecting that the primary product is of interest to the customer, dynamically determining a package on an ad hoc basis to be offered to the customer, the package comprising the primary product and at least one secondary product, the primary product and the at least one secondary product each having a corresponding retail price, wherein at least one of the at least one secondary product is a product not currently selected for purchase by the customer, and further wherein at least one of the at least one secondary product is selected for inclusion in the package based on an indication of past interest, by the customer, in at least one secondary product, and further wherein the at least one secondary product does not have a pre-established relationship with the primary product;

in response to determining the package, determining a package price which is less than a sum of the corresponding retail prices of the primary product and the at least one secondary product; and

presenting a package offer for sale of the package at the package price to the customer, wherein determining the package price comprises:

determining a discounted price for the each of the primary product and the at least one secondary product; and

summing the discounted prices of the primary product and the at least one secondary product to calculate the package price.

23. (Original) The method of claim 21, wherein the discounted price for each of the primary product and the at least one secondary products is based on a profit margin of the primary product and a profit margin of the at least one secondary product.

24. (Original) The method of claim 1, further comprising:

in response to presenting the package offer to the customer, receiving a customer response indicating a rejection of the package offer; and

in response to the customer response, determining another package to be offered to the customer.



25. (Original) The method of claim 1, further comprising:  
in response to presenting the package offer to the customer, receiving a customer response indicating an account identifier and an acceptance of the package offer; and  
in response to the customer response, charging a financial account identified by the account identifier for the amount of the package price.

26. (Original) The method of claim 25, further comprising storing transaction data relating to sale of the package in a database.

27. (Original) The method of claim 1, wherein a first package offer for sale of a first package at a first package price is presented to the customer; and  
wherein a second package offer for sale of a second package at a second package price is presented to the customer.

28. (Previously presented) A computer-readable medium having stored thereon computer-executable instructions for performing a method comprising steps of:  
detecting that a primary product is of interest to a customer, the primary product having an associated primary product identifier;  
in response to detecting that the primary product is of interest to the customer, dynamically determining a package on an ad hoc basis to be offered to the customer, the package comprising the primary product and at least one secondary product, the primary product and the at least one secondary product each having a corresponding retail price, wherein at least one of the at least one secondary product is a product not currently selected for purchase by the customer, and further wherein at least one of the at least one secondary product is selected for inclusion in the package based on an indication of past interest, by the customer, in at least one secondary product, and further wherein the at least one secondary product does not have a pre-established relationship with the primary product;

in response to determining the package, determining a package price which is less than a sum of the corresponding retail prices of the primary product and the at least one secondary product; and

presenting a package offer for sale of the package at the package price to the customer, wherein a first package offer for sale of a first package at a first package price is presented to the customer; and

wherein a second package offer for sale of a second package at a second package price is presented to the customer.

29. (Original) The method of claim 1, wherein the package comprises the primary product and a plurality of secondary products; and

wherein the package offer comprises an offer for sale of a pre-determined number of the secondary products, selected by the customer, at the package price.

30. (Previously presented) A computer-readable medium having stored thereon computer-executable instructions for performing a method comprising steps of:

detecting that a primary product is of interest to a customer, the primary product having an associated primary product identifier;

in response to detecting that the primary product is of interest to the customer, dynamically determining a package on an ad hoc basis to be offered to the customer, the package comprising the primary product and at least one secondary product, the primary product and the at least one secondary product each having a corresponding retail price, wherein at least one of the at least one secondary product is a product not currently selected for purchase by the customer, and further wherein at least one of the at least one secondary product is selected for inclusion in the package based on an indication of past interest, by the customer, in at least one secondary product, and further wherein the at least one secondary product does not have a pre-established relationship with the primary product;

in response to determining the package, determining a package price which is less than a sum of the corresponding retail prices of the primary product and the at least one secondary product; and

presenting a package offer for sale of the package at the package price to the customer, wherein the package comprises the primary product and a plurality of secondary products; and

wherein the package offer comprises an offer for sale of a pre-determined number of the secondary products, selected by the customer, at the package price.

31. (Original) The method of claim 1, wherein the package comprises the primary product and a plurality of secondary products; and

wherein the package offer comprises an offer for sale of a customer-selected number of the secondary products, selected by the customer, at the package price.

32. (Original) The method of claim 29, wherein the package price varies based on the customer-selected number of secondary products.

33. (Previously presented) A computer-readable medium having stored thereon computer-executable instructions for performing steps of:

detecting that a primary product is of interest to a customer, the primary product having an associated primary product identifier;

in response to detecting that the primary product is of interest to the customer, dynamically determining a package on an ad hoc basis to be offered to the customer, the package comprising the primary product and at least one secondary product, the primary product and the at least one secondary product each having a corresponding retail price, wherein at least one of the at least one secondary product is a product not currently selected for purchase by the customer, and further wherein at least one of the at least one secondary product is selected for inclusion in the package based on an indication of past interest, by the customer, in at least one secondary product, and further wherein the at least one secondary product does not have a pre-established relationship with the primary product;

in response to determining the package, determining a package price which is less than a sum of the corresponding retail prices of the primary product and the at least one secondary product; and

presenting a package offer for sale of the package at the package price to the customer, wherein the package comprises the primary product and a plurality of secondary products, wherein the package offer comprises an offer for sale of a pre-determined number of the secondary products, selected by the customer, at the package price, and

wherein the package price varies based on the customer-selected number of secondary products.

34. (Original) The method of claim 1, wherein the package comprises the primary product and a plurality of lists of secondary products; and

wherein the package offer comprises an offer for sale of a pre-determined number of the secondary products selected by the customer from each of the plurality of lists, at the package price.

35. (Previously presented) A computer-readable medium having stored thereon computer-executable instructions for performing a method comprising steps of:

detecting that a primary product is of interest to a customer, the primary product having an associated primary product identifier;

in response to detecting that the primary product is of interest to the customer, dynamically determining a package on an ad hoc basis to be offered to the customer, the package comprising the primary product and at least one secondary product, the primary product and the at least one secondary product each having a corresponding retail price, wherein at least one of the at least one secondary product is a product not currently selected for purchase by the customer, and further wherein at least one of the at least one secondary product is selected for inclusion in the package based on an indication of past interest, by the customer, in at least one secondary product, and further wherein the at least one secondary product does not have a pre-established relationship with the primary product;

in response to determining the package, determining a package price which is less than a sum of the corresponding retail prices of the primary product and the at least one secondary product; and

presenting a package offer for sale of the package at the package price to the customer, wherein the package comprises the primary product and a plurality of lists of secondary products; and

wherein the package offer comprises an offer for sale of a pre-determined number of the secondary products selected by the customer from each of the plurality of lists, at the package price.

36. (Original) The method of claim 1, wherein detecting that the primary product is of interest to the customer comprises receiving the primary product identifier from a customer service device at a retail establishment.

37. (Original) The method of claim 36, wherein the customer service device comprises an input device operable to input the primary product identifier and a display device operable to present the package offer.

38. (Original) The method of claim 37, wherein the customer service device further comprises a printer operable to print a printed version of the package offer.

39. (Original) The method of claim 38, wherein the printed version comprises a code identifying the package offer and product identifiers for the primary product and the at least one secondary product included in the package.

40. (Original) The method of claim 37, wherein the input device comprises a bar code reader.

41. (Previously presented) The method of claim 1, further comprising:  
receiving from a point of sale terminal a customer response indicating an account identifier and an acceptance of the package offer; and  
in response to the customer response, authorizing the point of sale terminal to charge a financial account identified by the account identifier for the amount of the package price.

42. (Original) The method of claim 41, wherein the customer response further indicates a code identifying the package offer and product identifiers for the primary product and the at least one secondary product included in the package.

43. (Original) The method of claim 41, further comprising storing transaction data.

44-46. (Cancelled)

47. (Previously presented) A method for assembly, presentation and redemption of a package offer comprising the steps of:

indicating, via a customer device, an interest in a primary product;  
in response to indicating an interest in the primary product, being presented at the customer device with a package offer to purchase a package at a package price, the package comprising the primary product and at least one secondary product, wherein at least one of the at least one secondary product is a product not currently selected for purchase, and further wherein at least one of the at least one secondary product is selected for inclusion in the package based on an indication of past interest, by the customer, in at least one secondary product, and further wherein the at least one secondary product does not have a pre-established relationship with the primary product; and

providing, via the customer device, a customer response comprising an account identifier and an indication of an acceptance of the package offer, the acceptance of the package offer authorizing a charge to a financial account identified by the account identifier for the amount of the package offer price.

48. (Previously presented) A computer-readable medium having stored thereon computer-executable instructions for performing a method comprising steps of:

indicating an interest in a primary product;  
in response to indicating an interest in the primary product, being presented with a package offer to purchase a package at a package price, the package comprising the

primary product and at least one secondary product, wherein at least one of the at least one secondary product is a product not currently selected for purchase, and further wherein at least one of the at least one secondary product is selected for inclusion in the package based on an indication of past interest, by the customer, in at least one secondary product, and further wherein the at least one secondary product does not have a pre-established relationship with the primary product; and

providing a customer response comprising an account identifier and an indication of an acceptance of the package offer, the acceptance of the package offer authorizing a charge to a financial account identified by the account identifier for the amount of the package offer price.

49. (Original) The method of claim 47, wherein the primary product and the at least one secondary product each have a corresponding retail price; and

wherein the package price is less than the sum of the retail prices of the primary product and the at least one secondary product.

50. (Original) The method of claim 47, wherein indicating the interest in the primary product comprises viewing a web-page displaying information relating to the primary product for a pre-determined amount of time.

51. (Original) The method of claim 47, wherein indicating the interest in the primary product comprises generating an input signal in response to information displayed on a web-page relating to the primary product.

52. (Original) The method of claim 47, wherein indicating an interest in the primary product comprises adding the primary product to a virtual shopping cart.

53. (Original) The method of claim 47, wherein indicating the interest in the primary product comprises inputting at least one keyword into an input field on a web-page, the at least one keyword relating to the primary product.

54. (Original) The method of claim 47, further comprising obtaining the primary product and the at least one secondary product from the retailer after providing the customer response indicating the acceptance of the package offer.
55. (Original) The method of claim 54, wherein obtaining the primary product and the at least one secondary product from the retailer comprises visiting a retail establishment of the retailer to pick up the primary product and the at least one secondary product.
56. (Original) The method of claim 55, further comprising receiving a code from the retailer; and  
upon visiting the retail establishment, presenting the code to the retailer,  
whereby the retailer may use the code to verify that the financial account has been charged in the amount of the package price.
57. (Previously presented) The method of claim 54, wherein obtaining the primary product and the at least one secondary products comprises receiving a shipment containing the primary product and the at least one secondary product.
58. (Original) The method of claim 47, wherein the primary product has an associated primary product identifier;  
wherein indicating an interest in the primary product comprises inputting the primary product identifier into a customer service device at a retail establishment;  
wherein being presented with the package offer comprises receiving the package offer from the customer service device; and  
wherein providing the customer response comprises presenting the account identifier, the primary product and the at least one secondary product, and the indication of the acceptance of the package offer at a point of sale terminal.
59. (Original) The method of claim 58, wherein the customer service device communicates with a central server to determine the package offer.



60. (Cancelled)
61. (Original) The method of claim 59, wherein the central server communicates with a database to determine the package offer, the at least one secondary product being selected from a record of available secondary products based on a profit margin of the primary product.
62. (Original) The method of claim 59, wherein the central server communicates with a database to assemble the package offer;  
wherein the database stores information relating to at least one additional product in which the customer has indicated an interest; and  
wherein the at least one secondary product is selected based on the at least one additional products.
63. (Previously presented) The method of claim 59, wherein the central server communicates with a database to assemble the package offer;  
wherein the database stores information relating to at least one previous transaction, the previous transaction including a previously sold product; and  
wherein the at least one secondary product is selected based on a relationship with the previously sold product.
64. (Original) The method of claim 58, wherein the customer service device comprises an input device operable to input the primary product identifier and a display device operable to present the package offer.
65. (Original) The method of claim 64, wherein the customer service device further comprises a printer operable to print a printed presentation of the package offer.
66. (Original) The method of claim 64, wherein the input device comprises a bar code reader.

67. (Original) The method of claim 58, wherein the point of sale terminal communicates with a central server to determine the package price; and  
wherein the point of sale terminal communicates with a financial institution to charge the package price to the financial account.
68. (Original) The method of claim 47, wherein indicating the interest in the primary product comprises requesting a package associated with the primary product.
69. (Original) The method of claim 47, wherein the primary product and at least one secondary product are sold by a plurality of different retailers.
70. (Original) The method of claim 69, further comprising obtaining the primary product and the at least one secondary product from the plurality of different retailers by visiting each of the plurality of different retailers to pick up the primary product and the at least one secondary products.
71. (Original) The method of claim 70, further comprising receiving a code in response to providing the customer response; and  
upon visiting the plurality of different retailers, presenting the code to each of the plurality of different retailers,  
whereby each of the plurality of different retailers may use the code to verify that the financial account has been charged in the amount of the package price.
72. (Original) The method of claim 69, further comprising obtaining the primary product and the at least one secondary product from the plurality of different retailers by receiving a plurality of shipments containing the primary product and the at least one secondary product.
73. (Cancelled)

74. (Previously presented) A system for assembly, presentation and redemption of a package offer comprising:
- a processor;
  - a communications port in communication with the processor operable to send and receive data;
  - a database in communication with the processor operable to store information relating to products stored by corresponding product identifiers; and
  - wherein the processor is operable to:
    - interpret data received via the communications port from a customer device as indicating an expression of interest by a customer in a primary product;
    - access the database to dynamically determine a package to be offered to the customer on an ad hoc basis, the package comprising the primary product and at least one secondary product, the primary product and the at least one secondary product each having a corresponding retail price, wherein at least one of the at least one secondary product is a product not currently selected for purchase by the customer, and further wherein at least one of the at least one secondary product is selected for inclusion in the package based on an indication of past interest, by the customer, in at least one secondary product, and further wherein the at least one secondary product does not have a pre-established relationship with the primary product;
    - determine a package price which is less than the sum of the corresponding retail prices of the primary product and the at least one secondary product; and
    - present a package offer for the sale of the package at the package price to the customer.

75. (Original) The system of claim 74, wherein the data received from the customer device indicates that information relating to the primary product has been displayed on a web-page viewed by the customer for a pre-determined amount of time.

76. (Original) The system of claim 74, wherein the data received from the customer device comprises an input signal generated by the customer in response to information displayed on a web-page relating to the primary product.

77. (Original) The system of claim 74, wherein the data received from the customer device indicates that the customer has added the primary product to a virtual shopping cart.

78. (Original) The system of claim 74, wherein the data received from the customer device comprises at least one keyword input by the customer into an input field on a web-page, the at least one keyword relating to the primary product.

79. (Original) The system of claim 74, wherein the data received from the customer device comprises a customer request for a customer requested package associated with the primary product.

80-81. (Cancelled)

82. (Original) The system of claim 74, wherein accessing the database to determine the package comprises selecting the at least one secondary product from a plurality of available secondary products stored in the database based on at least one of the profit margin of the primary product and the profit margin of the at least one secondary product.

83. (Original) The system of claim 74, wherein the processor is further operable to store in a database information relating to at least one additional product of interest to the customer; and

wherein accessing the database to determine the package comprises:

accessing the database to determine the at least one additional product of interest to the customer, and

selecting the at least one additional product of interest to the customer as the at least one secondary product.

84. (Original) The system of claim 74, wherein the processor is further operable to store in a database information relating to a previous transaction of the customer, the previous transaction including at least one previously sold product; and  
wherein accessing the database to determine the package comprises:  
accessing the database to determine the at least one previously sold product, and  
accessing the database to select the at least one secondary product from a plurality of available secondary products, the selected at least one secondary product having a predetermined relationship with the at least previously sold product.
85. (Previously presented) The system of claim 74, wherein determining the package price comprises:  
determining a discounted price for each of the at least one secondary product; and  
summing the retail price of the primary product and the discounted price for the at least one secondary product to calculate the package price.
86. (Original) The system of claim 85, wherein the discounted price for each of the at least one secondary product is based on a profit margin of the primary product.
87. (Previously presented) The system of claim 74, wherein determining the package price comprises:  
determining a discounted price for the each of the primary product and the at least one secondary product; and  
summing the discounted prices of the primary product and the at least one secondary product to calculate the package price.
88. (Original) The system of claim 87, wherein the discounted price for each of the primary product and the at least one secondary products is based on a profit margin of the primary product and a profit margin of the at least one secondary product.

89. (Original) The system of claim 74, wherein the processor is further operable to:  
receive a customer response, via the communications port, indicating a rejection of the package offer; and  
in response to the customer response, access the database to determine another package to be offered to the customer.
90. (Currently amended) The system of claim 74, wherein the processor [[if]]is further operable to:  
receive a customer response, via the communications port, indicating an account identifier and an acceptance of the package offer; and  
in response to the customer response, communicate with a financial institution via the communications port in order to charge a financial account identified by the account identifier for the amount of the package price.
91. (Original) The system of claim 90, wherein the processor is further operable to store transaction data relating to sale of the package in the database.
92. (Original) The system of claim 74, wherein a first package offer for sale of a first package at a first package price is presented to the customer; and  
wherein a second package offer for sale of a second package at a second package price is presented to the customer.
93. (Original) The system of claim 74, wherein the package comprises the primary product and a plurality of secondary products; and  
wherein the package offer comprises an offer for sale of a pre-determined number of the secondary products, selected by the customer, at the package price.
94. (Original) The system of claim 74, wherein the package comprises the primary product and a plurality of secondary products; and

wherein the package offer comprises an offer for sale of a customer-selected number of the secondary products, selected by the customer, at the package price.

95. (Original) The system of claim 94, wherein the package price varies based on the customer-selected number of secondary products.

96. (Original) The system of claim 74, wherein the package comprises the primary product and a plurality of lists of secondary products; and

wherein the package offer comprises an offer for sale of a pre-determined number of the secondary products selected by the customer from each of the plurality of lists, at the package price.

97. (Original) The system of claim 74, wherein the customer device comprises a customer service device at a retail establishment.

98. (Original) The system of claim 97, wherein the customer service device comprises an input device operable to input the primary product identifier and a display device operable to present the package offer.

99. (Original) The system of claim 98, wherein the customer service device further comprises a printer operable to print a printed version of the package offer.

100. (Original) The system of claim 99, wherein the printed version comprises a code identifying the package offer and product identifiers for the primary product and the at least one secondary product included in the package.

101. (Original) The system of claim 98, wherein the input device comprises a bar code reader.

102. (Original) The system of claim 74, wherein the processor is further operable to:

receive from a point of sale terminal, via the communications port, a customer response indicating an account identifier and an acceptance of the package offer; and

in response to the customer response, send an authorization to the point of sale terminal, via the communications port, authorizing a charge to a financial account identified by the account identifier for the amount of the package price.

103. (Original) The system of claim 102, wherein the customer response further indicates a code identifying the package offer and product identifiers for the primary product and the at least one secondary product included in the package.

104. (Original) The system of claim 102, wherein the processor is further operable to store transaction data relating to sale of the package in the database.

105-107. (Cancelled)

108. (Previously presented) A system for assembly, presentation and redemption of a package offer comprising:

a processor;

a display device in communication with the processor;

a communications port in communication with the processor;

an input device in communication with the processor operable to generate an input signal indicating an interest in a primary product; and

wherein the processor is operable to:

send the input signal to a central server via a communications port,

receive from the central server a package offer for purchase of a package at a package price, the package comprising the primary product and at least one secondary product, wherein at least one of the at least one secondary product is a product not currently selected for purchase by the customer, and further wherein at least one of the at least one secondary product is selected for inclusion in the package based on an indication of past interest, by the customer, in at least one



secondary product, and further wherein the at least one secondary product does not have a pre-established relationship with the primary product, and display the package offer on the display device.

109. (Original) The system of claim 108, wherein the input device is further operable to generate a customer response signal comprising an account identifier and an indication of an acceptance of the package offer, the acceptance of the package offer authorizing a charge to a financial account identified by the account identifier for the amount of the package offer price; and

wherein the processor is further operable to send the customer response to the central server via the communications port.

110. (Original) The system of claim 108, wherein the primary product and the at least one secondary product each have a corresponding retail price; and

wherein the package price is less than the sum of the retail prices of the primary product and the at least one secondary product.

111. (Original) The system of claim 108, wherein the input signal indicating the interest in the primary product comprises a response to information displayed on a web-page relating to the primary product.

112. (Original) The system of claim 108, wherein input signal indicating the interest in the primary product comprises a command to add the primary product to a virtual shopping cart.

113. (Original) The system of claim 108, wherein the input signal indicating the interest in the primary product comprises at least one keyword input into an input field on a web-page, the at least one keyword relating to the primary product.

114. (Original) The system of claim 109, wherein the processor is further operable to receive a code via the communications port in response to sending the customer response,

whereby the code may be presented to a retailer for verification that the financial account has been charged in the amount of the package price.

115. (Previously presented) The system of claim 109, wherein the input device is further operable to generate a request for shipment of the primary product and the at least one secondary product in response to sending the customer response.

116. (Original) The system of claim 108, further comprising a printer operable to print a printed version of the package offer, the printed version comprising a code identifying the package offer and product identifiers for the primary product and the at least one secondary product included in the package.

117. (Original) The system of claim 108, wherein the input signal indicating an interest in the primary product comprises a request for a package associated with the primary product.

118. (Original) The system of claim 108, wherein the primary product and at least one secondary product are sold by a plurality of different retailers.

119. (Previously presented) A method for determination and presentation of a package offer comprising the steps of:

detecting, by a central server, that a primary product is of interest to a customer, the primary product having an associated primary product identifier;

detecting, by the central server, a loss of interest in the primary product by the customer;

in response to detecting the loss of interest in the primary product, the central server dynamically determining a package on an ad hoc basis to be offered to the customer, the package comprising the primary product and at least one secondary product, the primary product and the at least one secondary product each having a corresponding retail price;

in response to determining the package, the central server determining a package price which is less than a sum of the corresponding retail prices of the primary product and the at least one secondary product; and

presenting a package offer for sale of the package at the package price to the customer.

120. (Previously presented) The method of claim 119, wherein detecting a loss of interest in the primary product comprises:

detecting that the customer has removed the primary product from a virtual shopping basket associated with the customer.

121. (Previously presented) The method of claim 119, wherein detecting a loss of interest in the primary product comprises:

determining that the customer has expressed interest in another product without having placed the primary product in a virtual shopping basket.

122. (Previously presented) The method of claim 119, wherein detecting a loss of interest in the primary product comprises:

determining that the primary product has been in a virtual shopping basket associated with the customer for a predetermined amount of time without having been purchased.

123. (Previously presented) An apparatus, comprising:

a processor, and

a storage device that stores a program for directing the processor;

the processor being operative with the program to:

perform a method comprising steps of:

detecting that a primary product is of interest to a customer, the primary product having an associated primary product identifier;

detecting a loss of interest in the primary product by the customer;

in response to detecting the loss of interest in the primary product, dynamically determining a package on an ad hoc basis to be offered to the customer, the package comprising the primary product and at least one secondary product, the at least one secondary product selected based on a past interest of the customer, and the primary product and the at least one secondary product each having a corresponding retail price;

in response to determining the package, determining a package price which is less than a sum of the corresponding retail prices of the primary product and the at least one secondary product; and

presenting a package offer for sale of the package at the package price to the customer.

124. (Previously presented) A computer readable medium encoded with instructions for directing a processor to:

perform a method comprising steps of:

detecting that a primary product is of interest to a customer, the primary product having an associated primary product identifier;

detecting a loss of interest in the primary product by the customer;

in response to detecting the loss of interest in the primary product, dynamically determining a package on an ad hoc basis to be offered to the customer, the package comprising the primary product and at least one secondary product, the at least one secondary product selected based on a past interest of the customer, and the primary product and the at least one secondary product each having a corresponding retail price;

in response to determining the package, determining a package price which is less than a sum of the corresponding retail prices of the primary product and the at least one secondary product; and

presenting a package offer for sale of the package at the package price to the customer.

125. (Previously presented) A method for assembly, presentation and redemption of a package offer comprising the steps of:

- indicating, by use of a customer device, an interest in a primary product;
- indicating, by use of the customer device, a loss of interest in the primary product;
- in response to indicating the loss of interest in the primary product, being presented at the customer device with a package offer to purchase a package at a package price, the package comprising the primary product and at least one secondary product, wherein the at least one secondary product was selected based on a past interest; and
- providing a customer response via the customer device comprising an account identifier and an indication of an acceptance of the package offer, the acceptance of the package offer authorizing a charge to a financial account identified by the account identifier for the amount of the package offer price.

126. (Previously presented) A system for assembly, presentation and redemption of a package offer comprising:

- a processor;
- a communications port in communication with the processor operable to send and receive data;
- a database in communication with the processor operable to store information relating to products stored by corresponding product identifiers; and
- wherein the processor is operable to:
  - interpret data received via the communications port from a customer device as indicating an expression of interest by a customer in a primary product;
  - interpret data received via the communication port from a customer device as indicating a loss of interest by the customer in the primary product;
  - in response to the data indicating the loss of interest, access the database to dynamically determine a package on an ad hoc basis to be offered to the customer, the package comprising the primary product and at least one secondary product, the primary product and the at least one secondary product each having a corresponding retail price, wherein the at least one secondary product was selected based on a past interest of the customer;

determine a package price which is less than the sum of the corresponding retail prices of the primary product and the at least one secondary product; and  
present a package offer for the sale of the package at the package price to the customer.